

Amherst Cultural Council
Meeting Minutes
Monday, June 14, 6:30p.m.
Via Zoom

Council members attended: Georgia Barnhill, Jenny Lind, Matt Holloway, Julianne Applegate, Sondra Radosh, Robin Thompson, Cole Graber-Mitchell, Rachel Wang, Leah Neuburger, Nandi Chivende and Town Liaison, Cyndi Harbeson

The meeting was called to order at 6:30

1. The council approved the May 12, 2021 minutes by roll-call vote
2. Accessibility subcommittee reported: Matt reported that a few more grantees have reached out for closed captioning. Once we have event dates we can act but without dates it remains a barrier. Robin has received two invoices so far. Bad News Jazz will perform at the June 27th event and are approved pending approval from Ann Tweedy. Robin and Ann Tweedy will talk about using ACC grant funding for Bad News Jazz or others that need services for the event that are being funded by ACC. Charles Baldwin from the MCC attended our latest meeting it was he great to have him there. We will keep in touch for his advice about language for our guidelines.
3. Social subcommittee reported on media: trends, key posts: Cole is posting actively each month. Please advise him if you know of other events to post. Gigi suggested a letter to the editor to highlight the council's efforts to award grants. We will provide handouts/brochures at the June 27th event to advertise ACC grants. The town provides a place to list events but you have to know about it to check. We should advertise grantees who are taking part in the June 27th event on Facebook and at the table at the event. The town website grabs Facebook events at news feed at the bottom of the main town Facebook stream. Leah has been working a lot with Instagram. She will follow up and highlight our presence at the June 27 event. Thank you, Cole and Leah!
4. Gaia Roots (ARMS) requested to be paid for their time asking the middle school to reschedule. Options are to pay them for their time, ask them to reschedule their event at ARMS in the fall or pay them their award to support them. We will ask them to document the time they spent emailing, ask them to change venues or keep trying to reschedule the ARMS event for the fall. Gigi will reach out for them. They received \$600 from the grant cycle in 2018
5. PechaKucha report: Julianne reached out to former artists and to ask who is interested in participating and received a good response. She will ask PechaKucha that we have two events in the fall and two in the spring rather than trying to do 4 this year. This will be a live event. If we had established the event in town we could have continued with a virtual platform but we haven't so a live event would be best. Cole asked for artists' head shots and bios for social media. We have established second Thursdays of the month for events: we will start with October 14 and November 11. (Arts Walk is the first Thursday of the month.) We will skip September – too busy with other events and holidays. IF you know of artists who would like to participate, please let Julianne know. Julianne is looking for 6-8 artists per event. Julianne will confirm event dates with Bistro 63.

6. The June 27th BID event: 4 or 5 ACC members will participate. Please arrive at 9:30, if you can, to help set up the ACC table and then other artists to set up. Julianne and Jenny will bring materials and Gigi will ask MCC for take-away brochures and materials. Gigi will bring a colorful table cloth. ACC members will gather artists' emails and "talk up" the MCC/ACC. We will advertise that we are looking for two new members but please suggest or ask people you think would be great council members.
7. Showcase event: Leah met with Amherst Media. Their services are free for us but it would be good to give them a donation or become members. Membership is \$200/year. They are really good at teaching people how to use the video equipment. Their graphic designer can help with continuity of the program. We aim to create a 30-minute program. We need to identify any on the committee who can be on the working subcommittee. Julianne offered to support Leah and Cole. Cole and Leah will head up the committee and we will support them. The project could become much bigger. What is the narrative piece? Leah will send out a message to grantees to see who would like to participate. The hope is that participating grantees will be identified by July 4th and the program will air late September/early October. Leah ask to add interviews of council members – let her know if you are willing to be interviewed. We agreed to join Amherst Media by roll call vote, or to donate \$200 if we are not eligible to join.
8. Grant disbursement structure: Should the council set aside funds for direct payment to grantees who need payment ahead of their projects? In the consideration of time, we tabled the discussion until the July meeting.
9. Next meeting: July 15 at 6:30 pm with July 20 as a back-up date.
10. Send off to our beloved Gigi and Sondra! Thank you!
11. Adjournment at 8:15 pm

Jenny Lind, Secretary, Amherst Cultural Council